

Historic, Archive Document

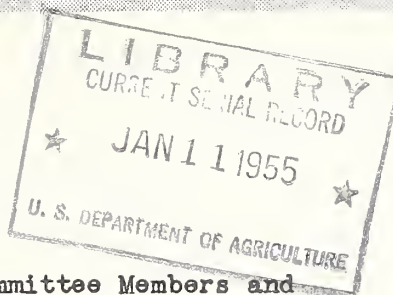
Do not assume content reflects current scientific knowledge, policies, or practices.

1.984
C 75
Reserve



Newsletter

GRADUATE SCHOOL ★ USDA



November 30, 1954

To the Faculty, Committee Members and others associated with the Graduate School:

President Arthur Adams says one function of the American Council of Education is to serve as a forum for the exchange of educational opinion. And on a much smaller scale we think that is also the function of the GS monthly luncheons begun this month with Dr. Adams as first speaker.

I believe the 100 instructors and committee and staff members who attended this initial meeting will agree it was a highly stimulating exchange. The speaker was introduced by Earl Butz of the GS Board.

Discussing some of the problems confronting education, Dr. Adams said the future of higher education depends on wholly unselfish activity of all concerned with education in any way. This implies complete rejection of the idea that it belongs only to the educators or educated members of society. We must be concerned, he said, not only with the acquisition of knowledge but the cultivation of understanding, and he quoted Huxley, "Knowledge is proud that she knows so much; wisdom is humble because she understands so little."

Higher education is confronted with a problem of staggering dimensions--the increased enrollment, the shortage of teachers, and the lack of buildings and supporting facilities. Dr. Adams cited BLS figures that indicate by 1960 the number of people under 19 years of age in this country will have increased by 73 per cent, those over 65 by 75 per cent, but those between 20 and 34 years of age by only 3 per cent.

Speaking of the climate of the times, Dr. Adams said the rate at which knowledge is being compiled makes it difficult for the public to keep in touch with its growth. This leads to a suspicion of knowledge and the suspicion is exploited by the unscrupulous to create a climate of fear. It is the responsibility of educators to relate and explain new knowledge to all within their reach and to gain the support of society for education.

Next GS luncheon speaker is President Cloyd Heck Marvin of George Washington University. The date is December 7. Call Mrs. Ruth Carlock on 6337 Agriculture to make your reservations.

A. C. Hoffman, vice president of Kraft Foods Company, gave a provocative talk on recent trends and future possibilities in marketing food in the United States in the November 3 lecture of the Agricultural Policy series. His subject was "Developing Domestic Markets." Here are some of the points he made:

Thirty years ago undernourishment was widespread. Agriculture was relatively depressed. More efficient marketing was needed and the whole area needed more research.

Today there are 35 to 40 million people eating too many calories. At the last Nutritional Institute meetings there was constant talk of obesity. What are the economic implications of this for agriculture?

One implication is an opportunity for increased sales of skim milk. More milk might be sold if the price were cut on skim milk to substitute for homogenized milk; if the value of milk below the cream line was more widely advertised; if the public was made aware of the fact that milk is the cheapest source of nutritive value.

A new can-dried milk without the caramelized flavor of evaporated milk is now coming to market. It could revolutionize the use of milk.

Industry's effort to increase food consumption can be observed: in the supermarket, which has broadened the number of food forms and products accessible to the housewife; in improvements in processing--particularly in frozen foods--and in packaging.

Frozen fish sticks have put Gloucester fishermen to sea in winter as well as summer. Completely cooked frozen meals, cake mixes, and similar processed foods have assumed tremendous markets. Consumption of cheese per person has doubled in the past few years because industry has put cheese in new packages and in a variety of forms.

The public should use more animal products than at present. Vegetable oils are being increasingly substituted for animal fats--first for lard, then for margarine, and now in ice cream and cheese. This is difficult for the government to police. The average consumer cannot detect the substitution.

Merchandizing artifices have been pretty well exploited. Much of looking for new markets is just a tail-chasing proposition because increased sales of one food simply means it is being substituted for another.

General advertising does not produce results. In the case of milk, you have to put a milk machine in the factory right next to the coke or coffee venders, and then some men will not drink milk because it does not go as well with a cigarette as coffee.

The results of advertising cream cheese on television were phenomenal and showed this is an effective way for getting people to try new uses for an existing product.

About one half of the innovations tried in merchandising succeed.

The market for food, generally speaking, is more inelastic today than in the depression years. However price is still a factor and industry continually debates whether to spend a million dollars on advertising or to cut the price.

That the hot war of production research has evolved into the cold war of policy development is Chancellor Clifford Hardin's way of saying the problems of Federal-State agricultural research and education now cover a world front and are growing more complex and difficult.

The fourth speaker in the GS lecture series on agricultural policies, the Nebraska educator pointed out that these policies had their beginnings in the philosophy that brought the Federal-State system of research and education into being. The growth of this system has been an increasingly powerful force in shaping policies.

Dr. Hardin stressed the need for research in the areas that form the basis for policy: in food and nutrition requirements, soil and water resources and their use; and shifts in population.

He believes policy problems should be attacked in the same fundamental way that has proved so effective in solving production problems. He underscored the need to dig more deeply in the research on which policies will be based. "We need," he said, "studies that go beyond the aggregate data."

The universities have the responsibility for finding and training people to do this research and Dr. Hardin touched on some of the difficulties college officials face in a period of inflationary costs. Leaders in USDA, he says, also have a responsibility--in maintaining the climate of freedom that makes it possible for research workers to carry on their work most fruitfully.

Beginning Tuesday, January 12, and on the following five Tuesdays, GS will present a series of lectures on "The Significance of Science to Agriculture." G. E. Hilbert, chairman, and members of the committee working with him have invited speakers, each distinguished in his field, to discuss the significance to agriculture of biology, chemistry, atomic energy, social science, physics, and food protection. The list of speakers will be announced in the December NEWSLETTER.

Chairman Ralph Roberts and members of the committee working with him have begun recruitment of top flight speakers of the 1955 Jump-McKillop memorial lectures. The theme is Democracy in Federal Administration. The subjects will cover: Ethics in Public Administration, Responsiveness of Administrative Policy and Processes; Specialization and the Public

Interest; Government Communication with the Public; The Public Service-- Its Future Status. The first lecture will be given in Jefferson Auditorium at 4 p.m. on March 2.

State and Federal employees will be able to exchange jobs for limited periods and retain all the rights of their respective services if a bill to be introduced this coming session of Congress is passed.

The measure is a revision of one proposed by the Joint Land-Grant College USDA Committee on Training for Government Services. The Committee reviewed the changes suggested by USDA and the Civil Service Commission when the Committee met during the Land-Grant College Association meetings earlier this month.

The exchange plan holds intriguing possibilities for drawing on talents in government service and state agencies. The opportunities for using it look especially good in USDA and the Land-Grant Colleges. They are also present in every Federal department where there are cooperative relations with the States.

Directors of the General Extension Services in several State Colleges are interested in organizing centers where Federal employees can get after-hours courses.

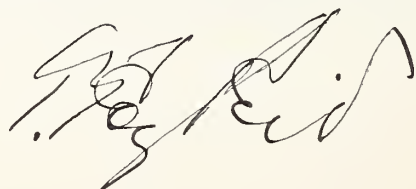
We outlined some of the training problems and interests of field employees and discussed the need for centers and similar types of training at a breakfast with members of the Committee on Governmental Relations of the National University Extension Association during the LGCA meeting.

We also suggested ways in which GS can help the staff of the general extension service survey the opportunities for training and line up advisory committees of Federal officials in the area.

GS now has authority to contract with government agencies to organize courses on official time where this is permissible in the agency and does not violate USDA regulations.

The authority, approved unanimously at the October 29 meeting of the General Administration Board, enables GS to take part in training programs from which we have previously been barred.

Where are GS students employed? Information assembled by Registrar Louise Sullivan shows that in 1953-54 eight out of ten worked for the government. Well over a third of the students were employed in various agencies of the Department of Defense with the largest group (550) in Navy. There were 362 employees of the Army, 176 of the Air Force, and 119 of the Office of the Secretary of Defense. Measured in terms of employees in the DC area, USDA ranked first with 3.6 percent of the Washington employees taking courses in GS. The 1953-54 enrollment of 3,420 included 388 employees of private industry and 128 students who were not employed.

A handwritten signature in dark ink, appearing to be "J. E. Reid", is located at the bottom right of the page.